



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Approve Lodi Tourism Business Improvement District (LTBID) 2012 Annual Report, Adopt Resolution of Intention to Levy Annual Assessment, and Set a Public Hearing for November 16, 2011 to Consider the Proposed Assessment

MEETING DATE: November 2, 2011

PREPARED BY: Deputy City Manager

RECOMMENDED ACTION: Approve Lodi Tourism Business Improvement District (LTBID) 2012 Annual Report, adopt Resolution of Intention to Levy Annual Assessment, and set a public hearing for November 16, 2011 to consider the proposed assessment.

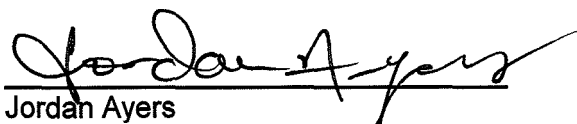
BACKGROUND INFORMATION: Pursuant to Lodi Municipal Code Chapter 12.07 and Streets and Highways Code Section 35600 et seq., the LTBID membership board is required to present an Annual Report (Exhibit A) for the City Council's review and approval. This must be done prior to the public hearing and adoption of a resolution confirming the 2012 Annual Report and levy of assessment. The City collects an administrative fee of 5 percent from the LTBID assessment. Representatives of the LTBID will be in attendance to make a presentation. The levy of the annual assessment will be discussed at a public hearing on November 16, 2011.

The City provides additional funding to Visit Lodi! under a Memorandum of Understanding (MOU) approved by the City Council on August 19, 2009. The MOU provides additional funding at a rate of 19 percent of the Transient Occupancy Tax (TOT) collections. The MOU covers the period of July 1, 2009 through June 30, 2014 and includes a provision for an annual report.

Nancy Beckman, President and CEO of Visit Lodi!, will present the Annual Report to the Council.

FISCAL IMPACT: Funding for Visit Lodi! generates additional funding for local merchants and the City as tourism dollars are spent locally.

FUNDING: \$76,000 is included in the FY 2011/12 City budget.


Jordan Ayers
Deputy City Manager

Attachment

APPROVED:


Konradt Bartlam, City Manager



October 21, 2011

Randi Johl
City of Lodi
221 W. Pine St.
Lodi, CA 95240

Dear Ms. Johl,

Enclosed please find the 2012 Annual Report for the Lodi Tourism Business Improvement District (LTBID) which was established October 6, 2004 by City Ordinance 1753 and was amended 11/19/2008 by Resolution No. 2008-229.

Enclosed you will find a 2012 work plan, budget and method of assessment as required by the California Streets and Highways Code #33650. Please note there are no suggested changes to the District at this time.

I plan to make a presentation to the Council at the November 2, 2011 City Council meeting. Please feel free to call me with any questions you may have.

Sincerely,

Nancy Beckman
President and CEO

2012 Lodi Tourism Business Improvement District Annual Report

Assessment Funding Purpose: To administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the Business Improvement District boundaries

Method of Assessment: The LTBID includes all hotels/lodging facilities within the City of Lodi as well as two properties currently located at the intersection of Kettleman Ln. and I-5. Each lodging facility within the district shall be assessed **3%** of the gross room rental revenue. Rentals (stays) lasting over 30 days are not subject to the assessment. The assessment is levied annual and collected quarterly.

2012 Work Plan (See Attached)

For the purpose of the Annual Report presentation, we have broken our 2012 work plan into **6** project areas:

- Marketing/Promotional Activities
- Research
- Customer Service & Hospitality
- Events
- Communications
- Committees

2012 Budget

G/L Account	2012
Income - BID	\$252,252.00
Income-City of Lodi	\$84,000.00
Income-Community Book	\$3,500.00
Income-Taste of Lodi	\$49,500.00
Income - Tourism Lunch	\$6,500.00
Income-postagedonations	\$15.00
Income - Ares booking engine	\$25.00
Income-website advertising	\$500.00
Attraction Map - dining ads	\$1,000.00
Total Income	\$397,292.00

Advertising	\$38,492.00
Automobile Expense	\$4,064.00
Bank Service Charges	\$450.00
Contingencies/Unexpected Opportunities	\$4,935.00
Dues & Subscriptions	\$3,505.00
Education/Conferences	\$875.00
Equipment Lease	\$3,760.00
Event Expenses- Taste of Lodi	\$49,500.00
Event Expenses- Tourism Lunch	\$6,152.00
Gifts	\$200.00

Hospitality/Meals	\$1,465.00
<u>Insurance</u>	
Directors & Officers	\$1,600.00
Liability	\$588.00
Work Comp	\$1,225.00
Labor - Contract	\$1,000.00
<u>Office Expenses</u>	
Equipment	\$1,000.00
Maintenance	\$2,200.00
Supplies	\$1,309.00
<u>Personnel</u>	
Salaries	\$145,320.00
Benefits	\$10,464.00
Postage & Delivery	\$2,413.00
Printing & Reproduction	\$1,175.00
<u>Professional Fees</u>	
Accounting	\$3,580.00
Administration-City of Lodi	\$12,613.00
Legal Fees	\$250.00
Promotion	\$48,615.00
Rent	\$18,776.00
<u>Repairs</u>	
Computer Repairs	\$800.00
<u>Tax & License</u>	
Payroll	\$12,250.00
Property	\$2,362.00
Licenses	\$70.00
Technology	\$3,780.00
Telephone	\$1,900.00
Trade Shows	\$5,620.00
<u>Travel & Entertainment</u>	
Meals	\$790.00
Travel	\$2,094.00
Utilities - Gas & Electric	\$2,100.00
Total Expense	\$397,292.00
 Net Profit (Loss)	 \$0.00

Visit Lodi!
Conference & Visitors Bureau
2012 Work Plan

Leisure Market

Targeted Advertising: Ads will be placed in designated target markets including the greater Sacramento, greater Bay Area and Northern California region to promote Lodi. Ads will be both hard copy and digital in nature and will include a response measure for tracking purposes wherever possible.

Trade Shows: Visit Lodi! will have a booth at the 2012 Bay Area Travel Show and Treasure Island Winefest. Staff will actively promote and recruit partners to participate as vendors where possible as a way to have a greater presence at the shows while increasing visibility and promotional opportunity for Lodi. All leads will be tracked and a database of contacts will be maintained for future marketing opportunities.

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at the Los Angeles Times Travel Show. In addition, Visit Lodi! will research promotional opportunities at various wine shows in the Northern California region.

LodiView: Visit Lodi! will continue to offer LodiView as a monthly e-publication highlighting Lodi events and activities of interest to the tourist. LodiView distribution is currently at over 4,000 subscribers.

Quarterly e-postcards: In 2012 Visit Lodi! will produce quarterly e-postcards that will be mailed to our marketing database. Each postcard will feature a call to action and will give recipients the ability to click through to the Visit Lodi! website for special offers and other Lodi visitor information.

Social Media: Staff will utilize social media (Facebook & Twitter) a minimum of twice a week to promote Lodi events and businesses. Staff proposes to utilize contests and give-a-ways as a way to increase followers.

Group Market

Tradeshows: Visit Lodi! will attend three sales shows created for the group market: The California Society of Association Executives (Cal SAE), the Northern California Chapter of Meeting Professionals International Annual Expo, and Society of Government Meeting Planners (SGMP). All sales leads will be followed up on and added to our database for future marketing opportunities.

Visit Lodi! will partner with the Central Valley Tourism Association to promote and represent Lodi at POW WOW and the International Tour Management Institute.

Fam Tours: Visit Lodi! Group Sales Manager will host quarterly Fam Tours for meeting planners and group decision makers as a tool to showcase Lodi as a group meeting destination.

Direct Mail Campaign: Quarterly fliers/brochures will be sent to group sales decision makers to reinforce the vision of Lodi as a go-to destination for meetings/conferences/events. Quarterly mailers will keep Lodi top-of-mind for meeting planners, association leaders and social/fraternal groups.

Local Host Program: In 2012, the Group Sales Manager will make 12 presentations to local social groups and service clubs to promote the Host-at-Home Program. When appropriate, the Host-at-Home Award will be given out at the Annual Tourism Luncheon as a way to generate group sales leads by 1.) reminding citizens and local leaders as to the benefits of bringing their groups to Lodi, and 2.) recognizing individuals who participate in the program by referring groups to Visit Lodi! sales staff.

Sales Calls: A minimum of two days a month sales staff will make face-to-face sales appointments in the Northern California and greater Bay Area region to sell group decision makers on bringing their group events and meetings to Lodi. Additionally, sales staff will utilize cold calls to meeting planners and association leaders as a way to maintain visibility and continually educate potential clients to the value of Lodi as a meeting destination.

Wine & Dine: New this year, Visit Lodi! will hold two out of the area Wine & Dine social events for group decision makers as an alternative to the FAM Tour. These events **will** provide an opportunity for Visit Lodi! staff to promote Lodi to hard-to-reach decision makers.

Research

Lodi Brand Print Program: In 2012 Visit Lodi! working with North Star Destination Strategies, will develop a Lodi Brand Print Strategy. The key component of the brand print strategy is an extensive research component that will at its conclusion provide a comprehensive demographic profile of the Lodi visitor as well as a brand platform statement which will guide future marketing activities.

Customer Service Initiatives

Visitor Information Packets: Visitor information will be distributed on request via email or through access on our website.

Website: The goal of the Visit Lodi! website is twofold: 1.) To educate and create awareness of Lodi as a visitor destination and to 2.) Provide the highest degree of customer service by ensuring that visitor information is complete, up-to-date and easily accessible. In 2012 Visit Lodi! will redesign their website to reflect the marketing direction suggested by the Lodi Brand Print program.

Visitor Publications: Visit Lodi! will develop and maintain a number of publications geared to increase availability of visitor information.

- **Lodi Visitor Guide:** An updated Lodi Visitor Guide will be presented for distribution in the Summer of 2012. The book which is designed to showcase Lodi to potential visitors and tourists is currently distributed to hotels, wineries, venues and other tourist attractions. It is one of the main marketing pieces for Visit Lodi! and is mailed upon request and is distributed at travel trade and sales shows. Consumers will be able to access the guide on-line and advertisers in the guide will have the ability to change their on-line ads 4 times throughout the year giving them flexibility in their advertising campaigns.
- **Festival & Events Calendar:** Visit Lodi! will produce an in-house designed/printed Festival & Events Calendar. The Calendar, produced quarterly, is a quick reference to events in the Lodi area and is distributed at the hotels, wineries, attractions, tradeshow, and included in visitor information packets.
- **Visitor Attraction Map & Guide:** The Visitor Attraction Map & Guide is distributed to hotels, wineries and attractions for their use and will be sent out to visitors upon request as well as utilized as give-a-ways at tradeshow. The map is designed to fold into a brochure so that it can be used in a card rack or as a self-mailer.
- **Meeting Facilities Brochure:** The Meeting Facilities Brochure is designed to provide information to potential consumers on event facilities and will be utilized heavily by Sales staff when promoting local venues to the group market.

Hotel Brochure Distribution: Visit Lodi! staff will provide a monthly brochure distribution service to all Lodi hotels, wineries and attractions. The goal is to ensure that visitor information is widely available and easily accessible to guests.

Events

Tourism Luncheon: May 2012, Visit Lodi! will host the 5th Annual Tourism Luncheon. The Luncheon is designed to give Visit Lodi! the opportunity to promote their programs and services to the greater Lodi community.

Taste of Lodi: Visit Lodi! Board and staff will determine the feasibility of hosting a 2012 Taste of Lodi event. Key considerations will be economic viability and staffing resources.

Communications

Newsletter: In 2012 Visit Lodi! will be moving to a digital format on their newsletter. In addition, we will be moving from a Bi-annual publication to a quarterly publication. The new publication will feature new business openings, events and other items of interest to those vested in the tourism industry as well as information on programs and services offered by the Visit Lodi! Conference & Visitors Bureau. The newsletter will be distributed to local business leaders and elected officials.

Committees

Hotel Council: The Visit Lodi! Hotel Council meets quarterly to exchange information about Lodi events, promotions, and programs and services.

Destination Lodi: The Destination Lodi Committee which was started in 2011 is designed to bring together diverse industries vested in the Lodi tourism movement to enhance cooperation between industries as well as to increase cross-marketing opportunities.

RESOLUTION NO. 2011-175

A RESOLUTION OF INTENTION OF THE LODI CITY
COUNCIL TO LEVY ANNUAL ASSESSMENT FOR LODI
TOURISM BUSINESS IMPROVEMENT DISTRICT,
ESTABLISHING PUBLIC HEARING DATE, AND
APPROVING ANNUAL REPORT

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WHEREAS, Lodi Tourism Business Improvement District was established December 20, 2004, by City Council Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code Section 36533, has been submitted to the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and find as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes November 16, 2011, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or as soon thereafter as possible, as the date, place, and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for the calendar year 2012 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file with the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2012 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code Sections 36524 and 36525.

Dated: November 2, 2011

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I hereby certify that Resolution No. 2011-175 as passed and adopted by the City Council of the City of Lodi in a regular meeting held November 2, 2011, by the following votes:

AYES: COUNCIL MEMBERS - Hansen, Katzakian, Mounce,
Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS - None

ABSENT: COUNCIL MEMBERS - None

ABSTAIN: COUNCIL MEMBERS - None



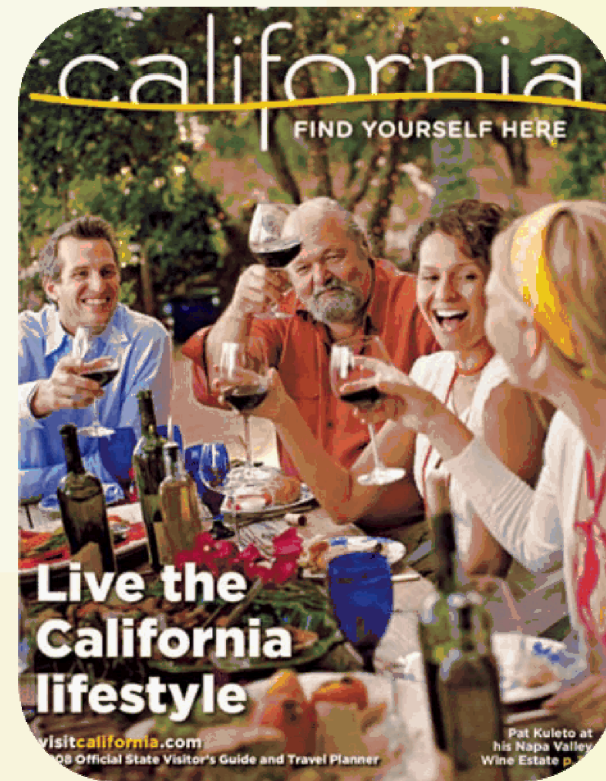
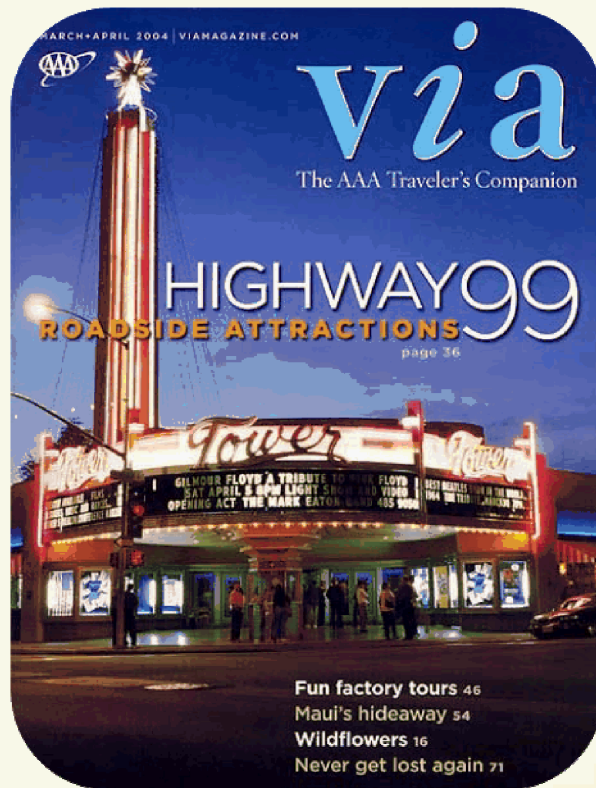
RANDI JOHL
City Clerk

Visit Lodi!

Annual Report



Lodi City Council
November 02, 2011



ADVERTISING

California Visitor Guide

CVTA Visitor Guide

VIA Magazine (AAA)

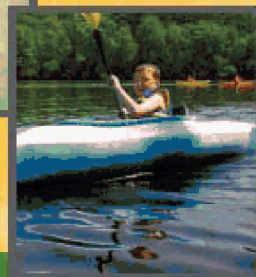
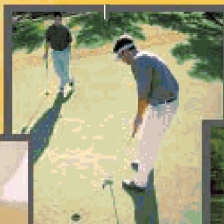
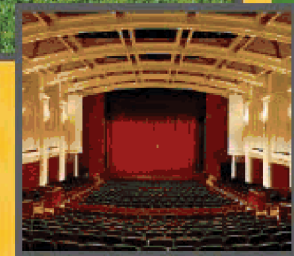
Reach Local

SF Chronicle Online

“Behind the Vine” TV36

Lodi

- Taste wine with a winemaker at one of our 70 wineries.
- Pamper yourself with a spa treatment at a luxury hotel.
- Tap your toes to the beat of a live band at the Hutchins Street Square Performing Arts Theatre.
- Delight in a slice of apple pie at a roadside farm café.



...Just a few of the things you can
experience in Lodi Wine Country!

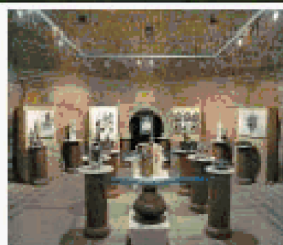
LODI CONFERENCE & VISITORS BUREAU

FOR YOUR FREE VISITOR GUIDE: VISIT OUR WEBSITE OR CALL TODAY!

TOLL FREE: 800.798.1810 • www.visitlodi.com

115 S. SCHOOL ST, SUITE 9, LODI, CALIFORNIA 95240

EXPERIENCE THE WINE COUNTRY



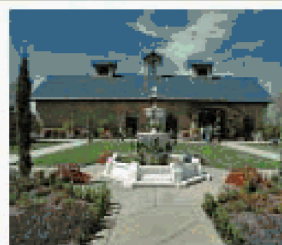
Step back in time to 1875 and Tour Historic Gladding McLean at the 23rd annual "Feast of Clay". A Juried Ceramic Arts Show combining award winning artwork displayed in a working factory. Featuring 100-yr. old firing kilns, workers hand molding terra cotta & a history of the United States. Stay an extra day and visit the Gold Country, tour our award winning wineries, and breathe in the glory of the western slope of the Sierra's.



Starting April 28 thru May 30
Wed-Sun 9 a.m. to 12:30 p.m.
90 min. tours run 8 times daily.
Reservations Required.

916 645-9713
www.lincolncrafts.org

580 Sixth St. Lincoln, CA



Lodi Wine Country

75 wineries - 1 incredible experience! Spend the afternoon sipping wine with a winemaker, shop in our beautiful downtown, or experience the ultimate in relaxation with a state-of-the-art spa treatment. Rediscover nature as you tour the Mokelumne River by boat or walk the nature trails at Lodi Lake Park. Visit our new hands-on Science Museum where learning is fun for all ages. Call today for a free visitor guide.



800 798-1810
www.visitdodi.com

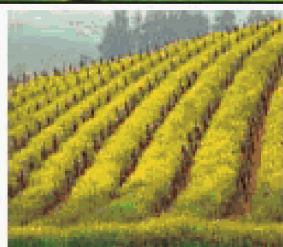
115 So. School Street, Suite 9, Lodi, CA



Just 45 miles north of San Francisco, the Sonoma Valley is a wine-growing appellation, a culinary capital, a historic treasure, a natural wonder—and a state of mind. It's an ideal destination for any season, for a weekend or a week. Plan your visit today.



866 996-1090
www.sonomavalley.com
453 First St. E. Sonoma, CA



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Season of Sensational Events
Wine, Food, Art, Mustard, Music...
January 30 through March 27, 2010

NAPA VALLEY
Mustard Festival

707 938-1133
www.mustardfestival.org

Napa Valley, CA

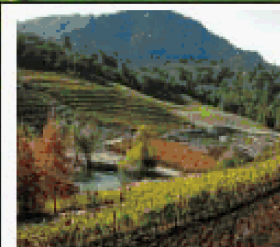
**Calling it a county
is like calling Paris
a nice little village**



visit SonomaCounty.com
1-800-576-6662
for your Wine Country Packages and
your Free Visitors Guide and Wine Map



SONOMA WINE COUNTRY



Benziger Family Winery is loved by locals and newcomers alike. The certified Biodynamic® ranch offers a stunning backdrop for Sonoma's best vineyard tour. Come see why Benziger is considered "a favorite winery visit" by The New York Times.

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Home to a spectacular wine label art collection
Open Daily 10 a.m. to 4:30 p.m.
www.imagerywinery.com

14335 Hwy. 12, Glen Ellen, CA



MARKETING & PROMOTIONS

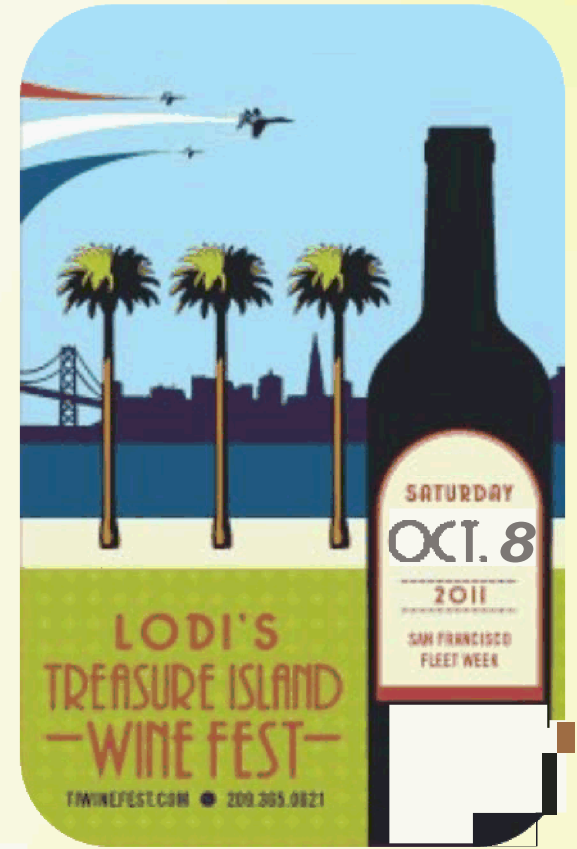
Quarterly e-Postcards

Quarterly e-Flyers

LodiView e-Event Calendar

Facebook & Twitter

Mobile App



TRADESHOWS

Bay Area Travel Show

Treasure Island Winefest

Sandhill Crane Festival

**Society of Government Meeting
Planners**

California Society of Association Executives

Northern California Meeting Planners

Pow-Wow Tour Operator Show

LA Times Travel Show



FAM TOURS



PRESS & MEDIA

Eye on the Bay

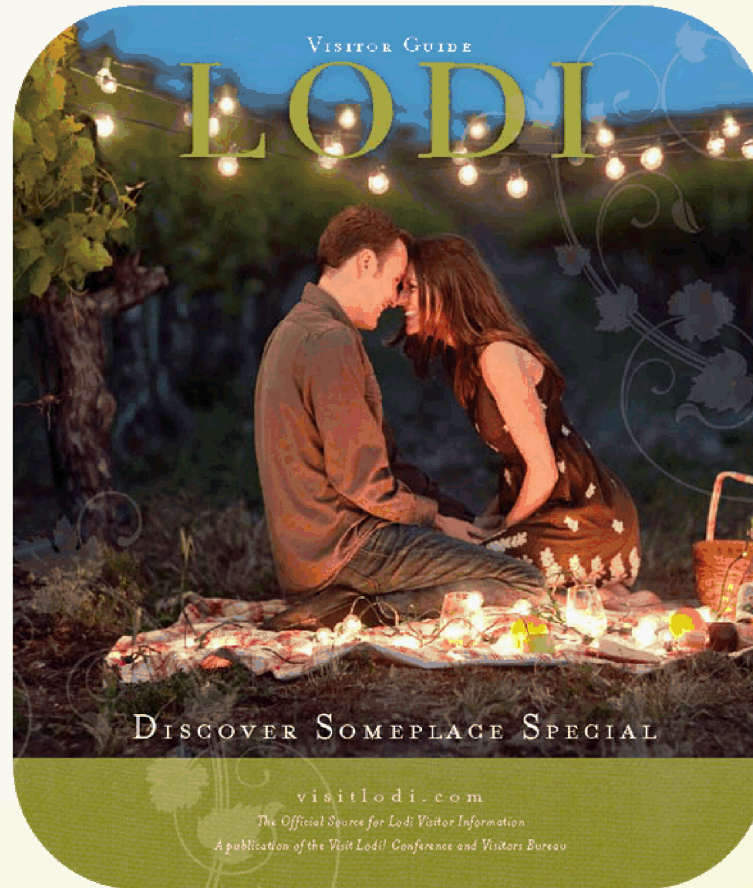


Wine Chic Travel



Yes! Chef (Korea)





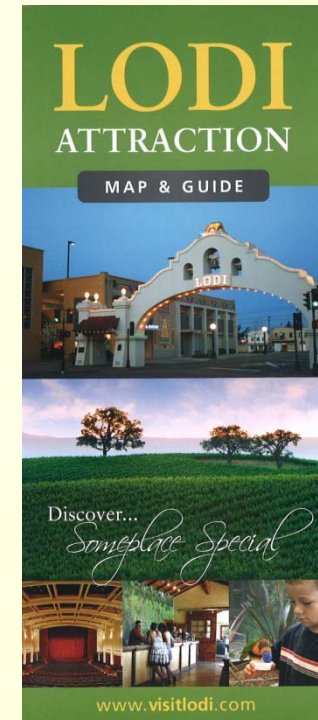
PUBLICATIONS



Facilities
Brochure



Lodi Visitor
Guide



Attraction Map
& Guide



MAY 2011

tourism at a glance

VISIT LODI WINE COUNTRY...85 WINERIES, ONE INCREDIBLE EXPERIENCE!

Letter from the Chairman:

Did you know 2 MILLION tourists visit Lodi every year? Most of the tourism is brought in by the ever growing wine industry and events associated with it. This tourism stimulates the local economy, whether tourists buy gas, lunch, or wine.

The next step for Lodi is turning tourists who visit for the day into overnight guests. Overnight guests bring even more income to Lodi with dinners, breakfasts, hotel stays, and have more of an opportunity to experience all our great city has to offer. Lodi needs to continue to provide and build on the venues and attractions for the overnight visitor.

One of the main attractions bringing in the overnight guests is the outstanding wedding venues Lodi has to offer. With the help of the wine industry and a beautiful environment, Lodi has been able to open some truly amazing wedding destinations. One of the hotels in Lodi attributes more than 10% of its room income to weddings, while the amount of rooms attributable to wine tasting and winery events was less than 1%. The wine business is growing and essential to the future growth of Lodi and it brings tourists to town. Once the tourists arrive, we need to create other venues and attractions that keep them in town longer.

It takes wine makers, grape growers, hoteliers, restaurant owners and the local business community working together to ensure Lodi's economy will thrive. Most of these groups are separate and focused on their own interests. And rightfully so, their individual interests come first, however, an environment in Lodi where these groups are working together for a common goal is essential to maintaining Lodi's potential. I am confident Lodi will continue to grow in the right direction. I wish everyone success in 2011, and let's bring those tourists to experience the great city of Lodi!

Sincerely, Marty Willett - Beer Outlet Group

Visiting Lodi? We have an app for that!

As the craze following smartphones and the development of applications continues to be on the rise, Visit Lodi is keeping up with the trends and is developing a smartphone application for visitors to Lodi Wine Country. Through a collaborative effort of Destination Marketing Organizations from Northern California, the application will be GPS enabled and will feature complete listings of all Lodi attractions ranging from wineries to restaurants, hotels, museums, and campsites. The free application is scheduled to launch in the OROVIO market and iTunes stores in mid May.

Besides being GPS enabled, the application will allow users to search for activities and attractions based on keywords. Additionally, photos will be a part of the application and will not require the user to have access to the internet in order to view the photos.

Developed by Miles Media, the smart phone app will eventually feature a full integration to Facebook and Twitter, allowing users to stay updated on Lodi tourism opportunities through social media. Stay tuned for more information and details as the release date nears.



FIND OUT WHY WINE EXPERTS AND VISITORS Alike are RUSHING TO LODI AS NORTHERN CALIFORNIA'S HOTTEST WINE COUNTRY DESTINATION! LODI IS LOCATED JUST 35 MILES SOUTH OF SACRAMENTO AND 90 MILES EAST OF SAN FRANCISCO.

209.365.1195 • 115 S. School Street, Suite 9 Lodi, CA 95240 • www.visitlodi.com



October 2011

12 [Popovich Comedy Pet Theatre](#)
 Hutchins Street Square | (209) 333-5550 | hutchinsstreetsquare.com

13, 20 & 23 [A&W Rootbeer Cruise Night](#)
 A&W Restaurant | (209) 368-8548 | awrootbeer.com

14 [Rock 'n' Roll Wine Stroll](#)
 Downtown Lodi | (209) 367-7840 | lodichamber.com

14, 21 & 28 [Concert Under the Stars](#)
 Hutchins Street Square | (209) 333-5550 | hutchinsstreetsquare.com

15 [Horse-drawn Sunset Tours](#)
 Downtown Lodi | (209) 586-3090 | allseasoncarriage.com

15 [California State Championship Chili Cook-off](#)
 Woodbridge Winery | (209) 365-8139 | woodbridgewines.com

15 [Wine in 2 Water Concert](#)
 Jesolo's Grove Winery | (209) 745-7174 | winein2water.org

22 [Tricks & Giggles](#)
 Watts Winery | (209) 788-0333 | wattswine.com

22 [Lodi Oktoberfest!](#)
 American Legion Hall | lodioctoberfest.com

22 [Artisan Masters](#)
 Hutchins Street Sq. | (209) 333-5550 | theartisanmasters.com

29 [Downtown Trick-or-Treat](#)
 Downtown Lodi | (209) 369-8052 | downtownlodi.com

November 2011




October 2011

>> 9th Annual California State Championship




Where: Woodbridge Winery, 5950 E Woodbridge Road, Acampo, CA
When: October 15, 9:00 am to 3:30 pm
Contact: (209) 365-8139

Cook up a pot of your best "red" or watch teams from California and across the United States battle for chili supremacy and the California State Champion title. The public will have the opportunity to sample world class chili and vote for the "People's Choice" award. Proceeds from the event benefit the Lodi Public Library Foundation. The day-long event also includes a car show with 200 classic cars and motorcycles, live music, delicious food, a marketplace of vendors and craftsmen, and Woodbridge wines to sample or purchase.

[back to top](#)

>> Phillips Farms "Great Pumpkin Patch"



Where: Michael David Winery's Phillips Farm, 4580 W Highway 12, Lodi
When: October 16-31, 9:00 am to 5:00 pm
Contact: (209) 368-7384

Come hear the Lodi Community Band playing spooky music on October 16 to kick off the "Great Pumpkin Patch". Admission is free!
 Don't miss Grandpa Don's world famous farm show!

Tourism At-a-Glance Newsletter

Quarterly Event Calendar

LodiView

2011 - Overview



Still A Depressed Market

2nd Qtr YTD TOT Up 15%

TOT Tax*



* Source: City of Lodi

2 Million Visitors A Year

Group Sales:

38 Groups, 1180 Room Nights Sold, \$850,000

Facebook Followers

On The Rise

Twitter Subscribers On The Rise

Requests for Visitors Info

On The Rise

Lodi is Becoming a **Known** Entity



2012 - Overview

Lodi Brand Campaign

Extensive Visitor Research to Help
Better Target the Lodi Consumer

Office Relocation

Downtown Visitor Center

Focus On Technology

More Digital (Online) Advertising

Redesigned Website

More e-mail Promotions

Going Digital on Newsletter

Group Sales

Take Lodi Show on the Road

Looking for More Partnerships



Thank You!



***Please immediately confirm receipt
of this fax by calling 333-6702***

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: A RESOLUTION OF INTENTION AND NOTICE OF PUBLIC HEARING TO
LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS
IMPROVEMENT DISTRICT AND APPROVE ANNUAL REPORT

PUBLISH DATE: SATURDAY, NOVEMBER 5, 2011

LEGAL AD

TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO:
LNS ACCT. #0510052

RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: THURSDAY, NOVEMBER 3, 2011

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

LNS	Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)
	Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMR (initials)



DECLARATION OF POSTING

A RESOLUTION OF INTENTION AND NOTICE OF PUBLIC HEARING TO LEVY ANNUAL ASSESSMENT FOR LODI TOURISM BUSINESS IMPROVEMENT DISTRICT AND APPROVE ANNUAL REPORT

On Thursday, November 3, 2011, in the City of Lodi, San Joaquin County, California, a resolution of intention and Notice of Public Hearing to levy annual assessment for Lodi Tourism Business Improvement District and approve Annual Report (attached and marked as Exhibit A), was posted at the following locations:

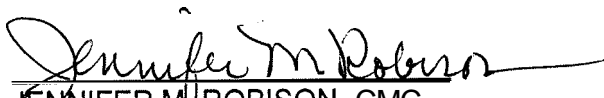
Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 3, 2011, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2011-175

**A RESOLUTION OF INTENTION OF THE LODI CITY
COUNCIL TO LEVY ANNUAL ASSESSMENT FOR LODI
TOURISM BUSINESS IMPROVEMENT DISTRICT,
ESTABLISHING PUBLIC HEARING DATE, AND
APPROVING ANNUAL REPORT**

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WHEREAS, Lodi Tourism Business Improvement District was established December 20, 2004, by City Council Ordinance 1753, and as amended by Ordinances 1756 and 1818; and

WHEREAS, the Annual Report, as required by Streets and Highways Code Section 36533, has been submitted to the Board of Directors of said improvement district.

NOW, THEREFORE, BE IT RESOLVED by the Lodi City Council that it does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **November 16, 2011, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or as soon thereafter as possible, as the date, place, and time to hold the public hearing.
3. It is the intention of the City Council to levy and collect assessments within the Lodi Tourism Business Improvement District for the calendar year 2012 (the District's fiscal year).
4. The proceeds from the Lodi Tourism Business Improvement District assessment shall be used to administer marketing programs to promote the City of Lodi as a tourism destination and to fund projects, programs, and activities that benefit hotels within the City of Lodi. The boundaries of the Lodi Tourism Business Improvement District shall be the boundaries of the City of Lodi and County Service Area #31 (Flag City). Refer to the report on file with the Lodi City Clerk's office for a full and detailed description of the improvements and activities, boundaries, and proposed assessments for the 2012 fiscal year.
5. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code Sections 36524 and 36525.

Dated: November 2, 2011

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I hereby certify that Resolution No. 2011-175 as passed and adopted by the City Council of the City of ~~Lodi~~ in a regular meeting held November 2, 2011, by the following votes:

AYES: COUNCIL MEMBERS – Hansen, Katzakian, Mounce,
Nakanishi, and Mayor Johnson

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



RANDI JOHL
City Clerk

CITY COUNCIL

BOB JOHNSON, Mayor
JOANNE MOUNCE,
Mayor Pro Tempore
LARRY D. HANSEN
PHILKATZAKIAN
ALAN NAKANISHI

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

KONRADT BARTLAM
City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

November 3, 2011

Nancy Beckman, President/CEO
Visit Lodi! Visitor and Conference Bureau
115 S. School Street, Suite 9
Lodi, CA 95240

**RE: RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR
LODI TOURISM BUSINESS IMPROVEMENT DISTRICT AND SET
PUBLIC HEARING**

The Lodi City Council, at its meeting of November 2, 2011, adopted the enclosed resolution of intention to levy annual assessment for the Lodi Tourism Business Improvement District, establishing the public hearing date of November 16, 2011, at 7 p.m., or as soon thereafter as the matter may be heard, and approving the Annual Report.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,



Randi Johl
City Clerk

RJ/JMR

Enclosure